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Cigarette information worth knowing*

Philip Morris do not claim to cure irritation but they do say this:

62.3% of the cases of irritation of the nose and throat due to smoking cleared completely on changing to Philip Morris.

37.7% the balance, showed definite improvement.

100% benefited

*From tests reported by Laryngoscope, Feb. 1935. Vol. XLV, No, 2, 149-154

PHILIP MORRIS & CO., LTD., INC., 119 FIFTH AVENUE, NEW YORK

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